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Hohns et al.

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(54) **APPARATUS FOR CONTAINING AND DISPLAYING OBJECTS**

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(51) **Int. Cl.**[7] **B65D 85/30**; B65D 5/52

(52) **U.S. Cl.** **206/308.3**; 206/45.23; 206/425; 206/753

(58) **Field of Search** 206/308.3, 425, 206/753, 309, 45.23, 313, 737

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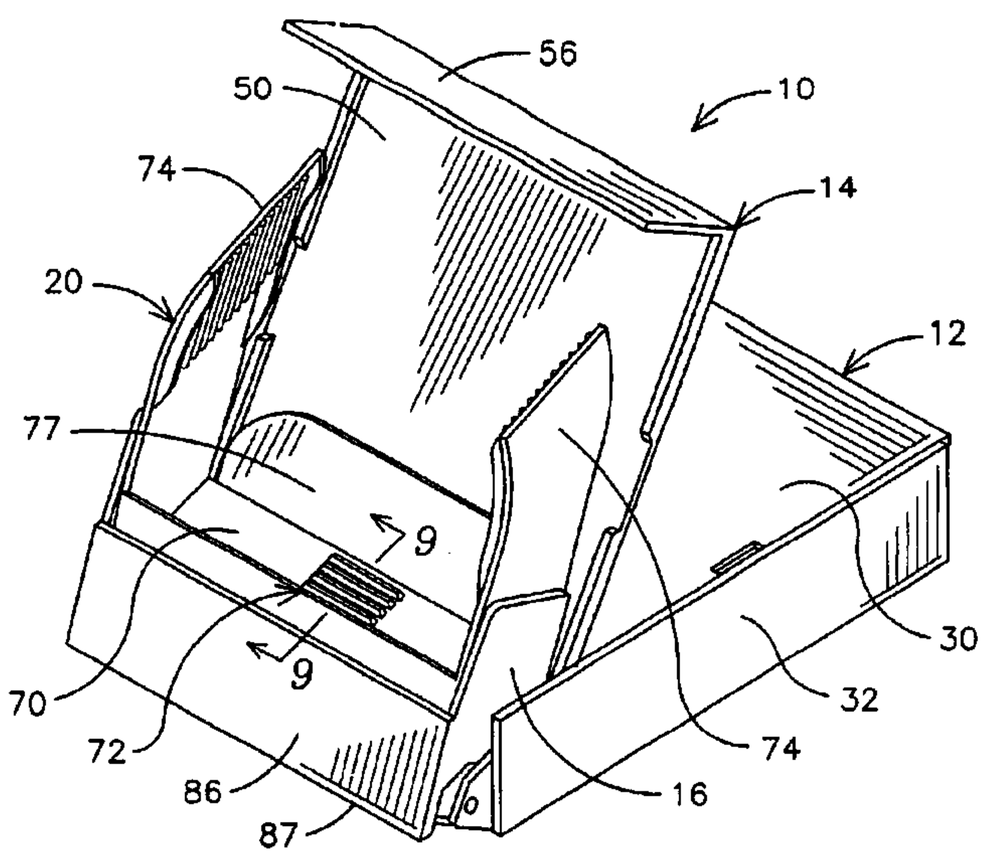
(57) **ABSTRACT**

An apparatus is provided for containing and displaying a plurality of objects, such as compact discs and/or digital video discs for example, that may include a back cover and a tray front coupled with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position. A tray seated in a hinged relation within a base portion of the tray front may be provided wherein the tray may be articulated between a first position and a second position when the apparatus is in the open position. A cartridge may be included that may be removably inserted within the tray. The cartridge may include a base portion have a first plurality of slots for receiving a lower edge of a plurality of respective discs. The cartridge may also include a pair of flexible arms extending from the base portion and spaced sufficiently apart so that as a disc is inserted within the cartridge the arms are urged away from each other to create a force against the lateral edges of the discs and grasp them within the cartridge. Each arm may include a plurality of slots for receiving the lateral edges of respective discs and aligning the discs with first plurality of slots.

24 Claims, 4 Drawing Sheets



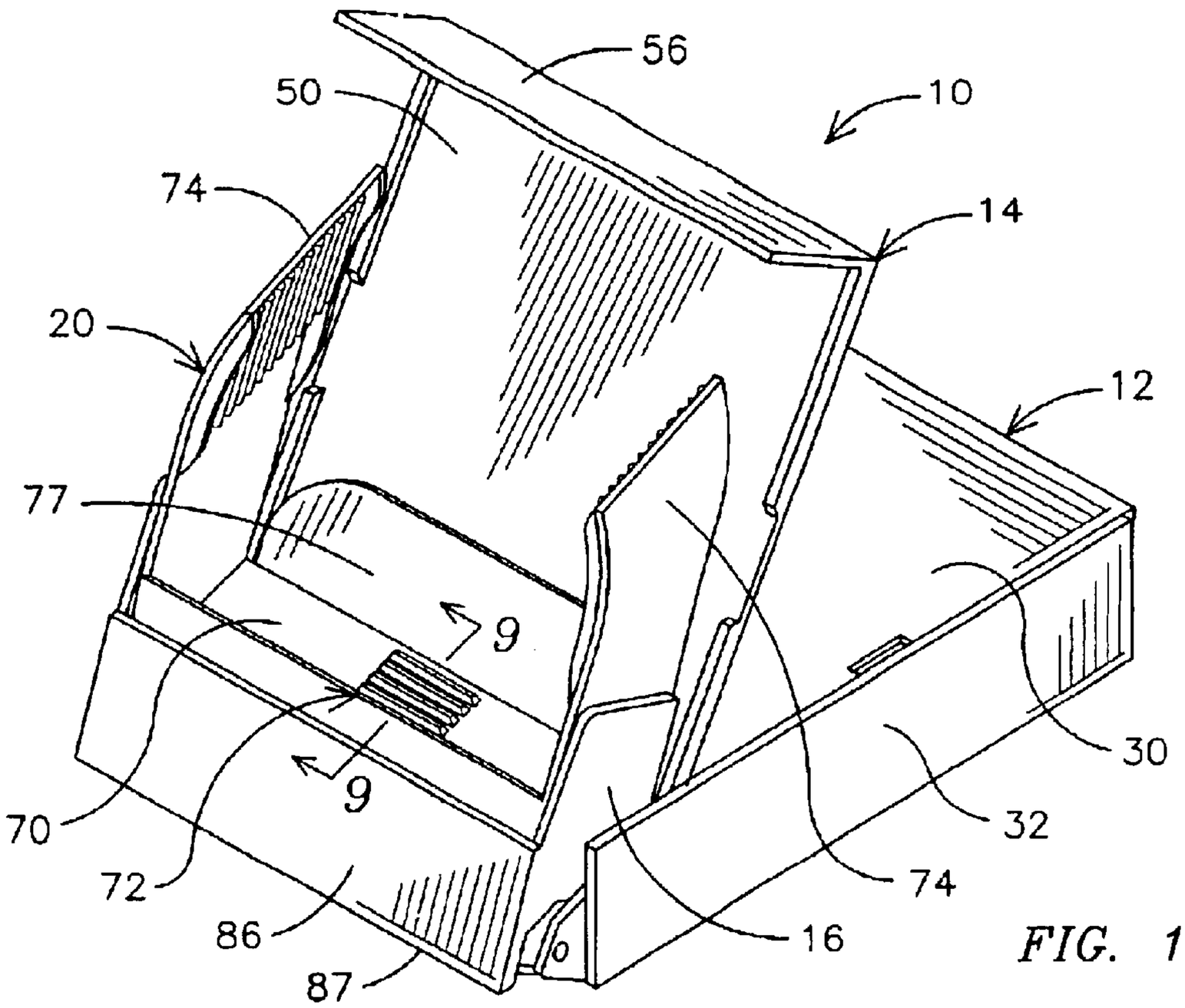

56
50
10
74
14
20
12
77
9
9
30
70
72
32
74
86
16
87

FIG. 1

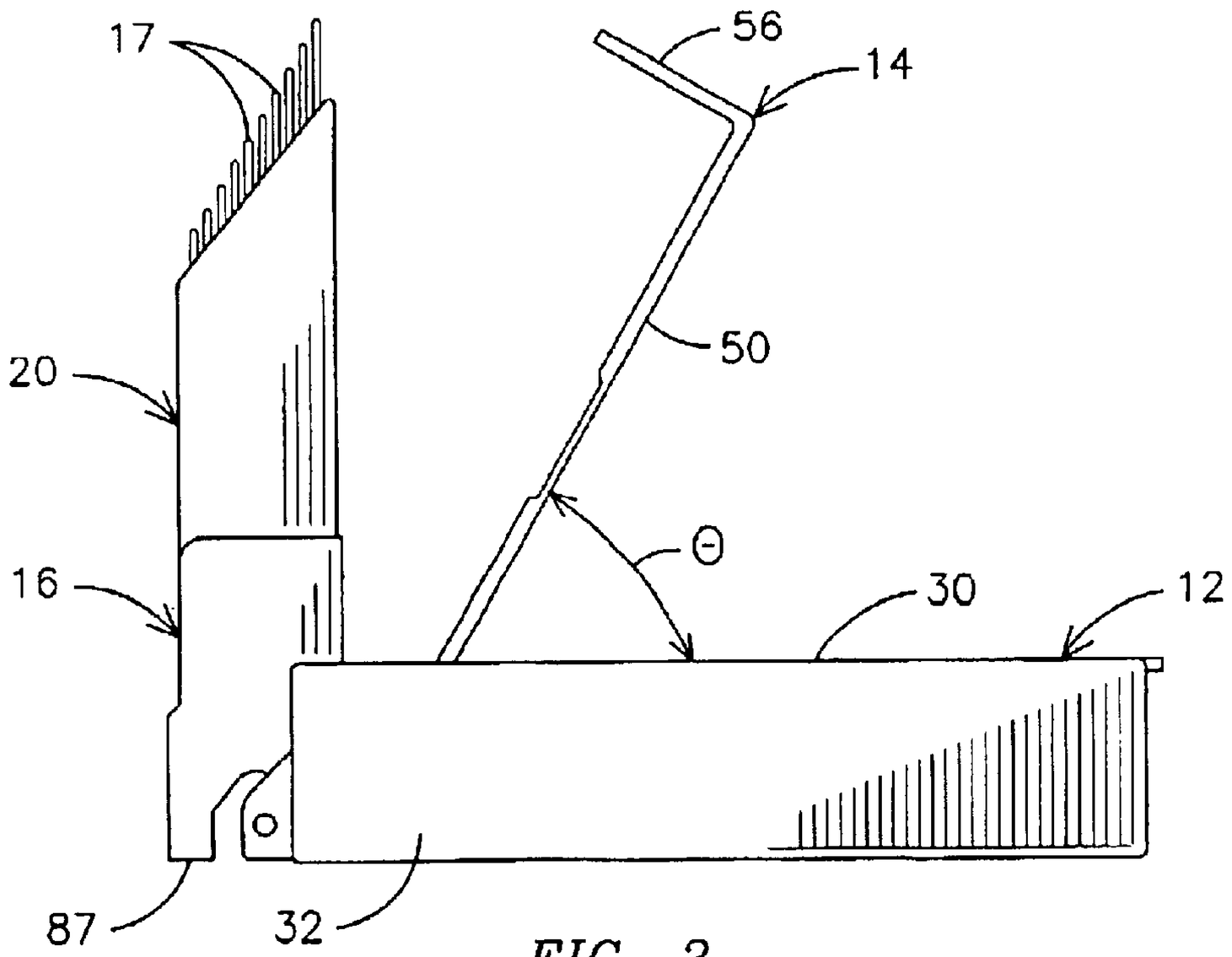

17
56
14
20
50
Θ
16
30
12
87
32

FIG. 2

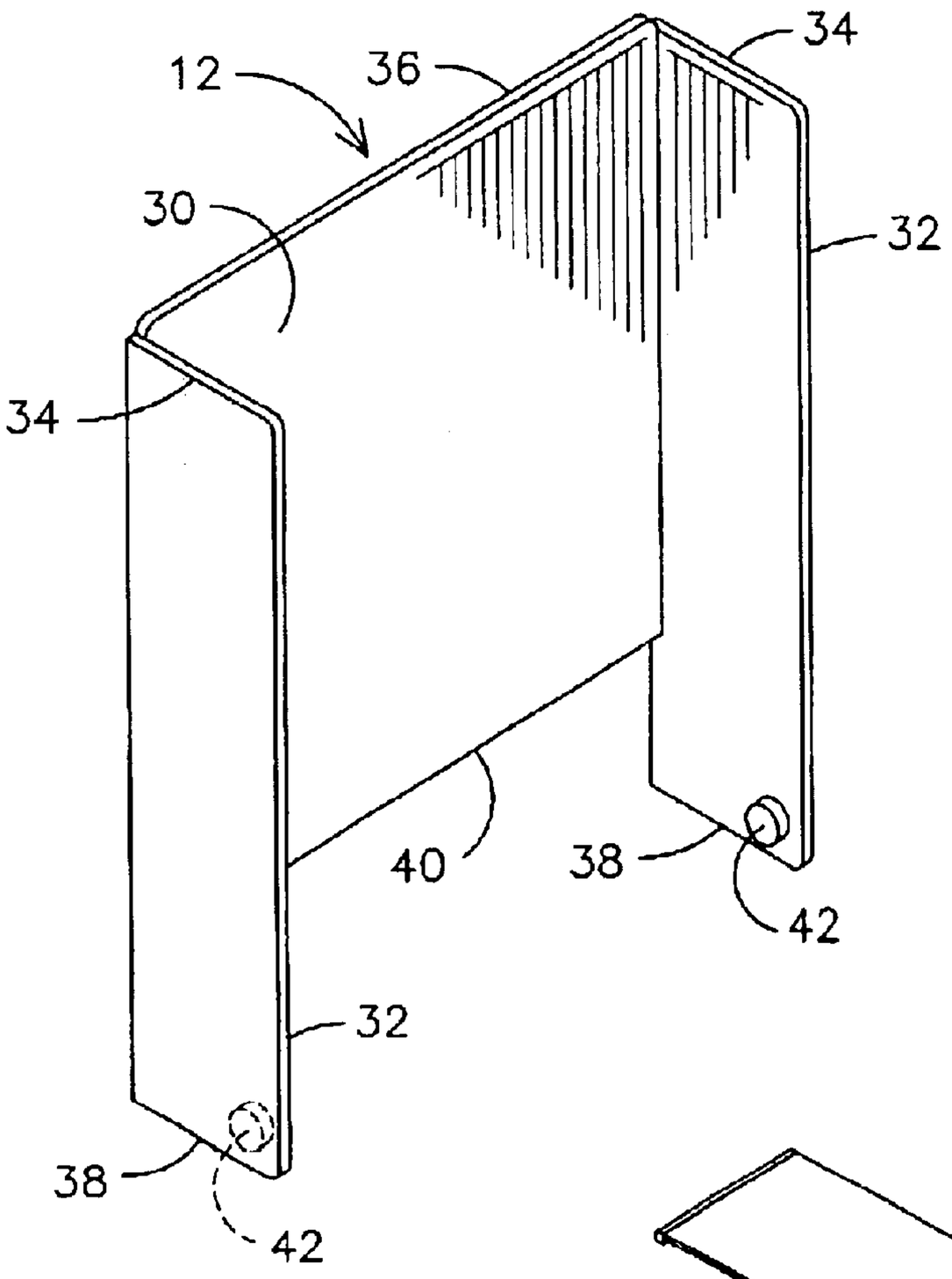


FIG. 3

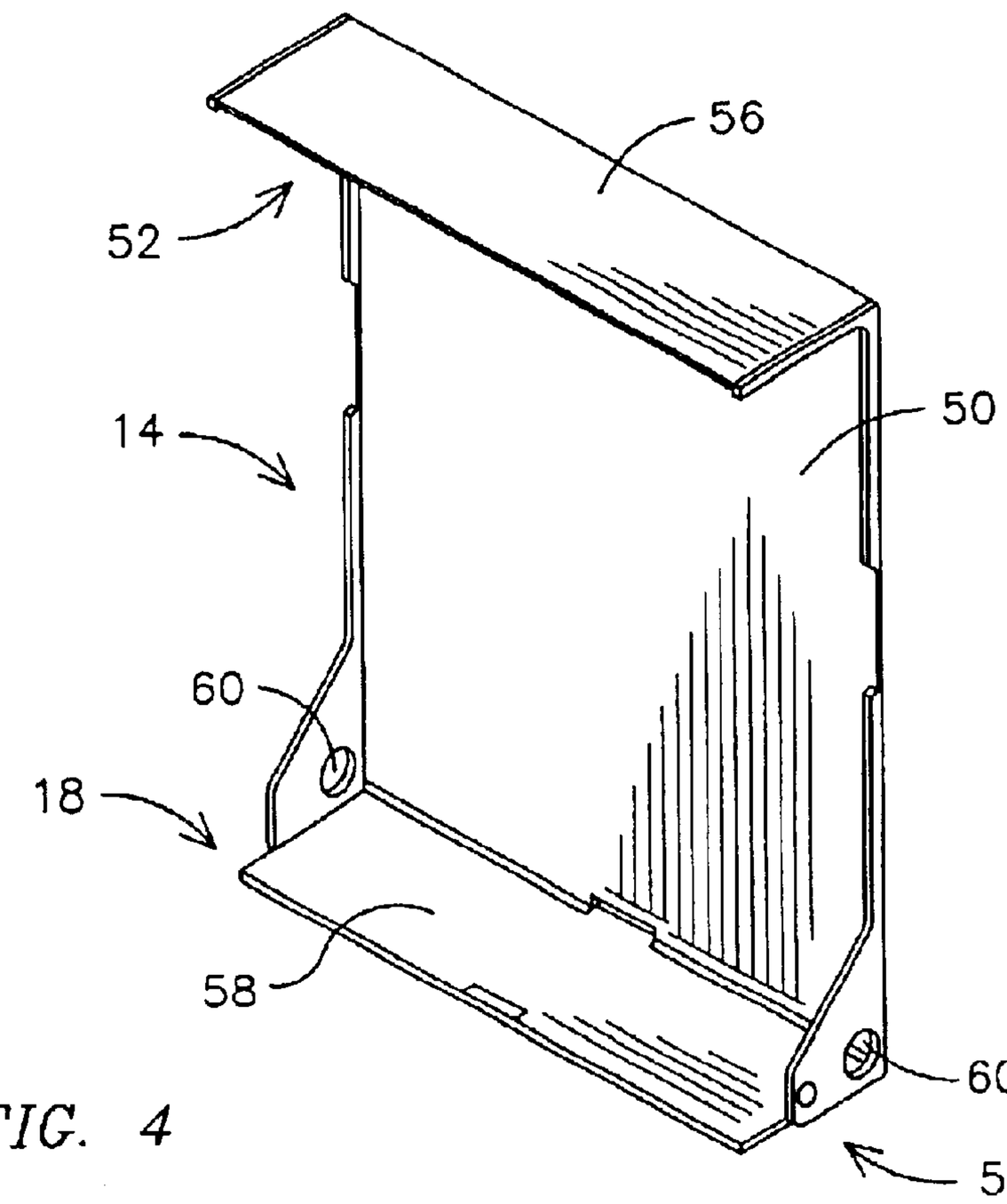


FIG. 4

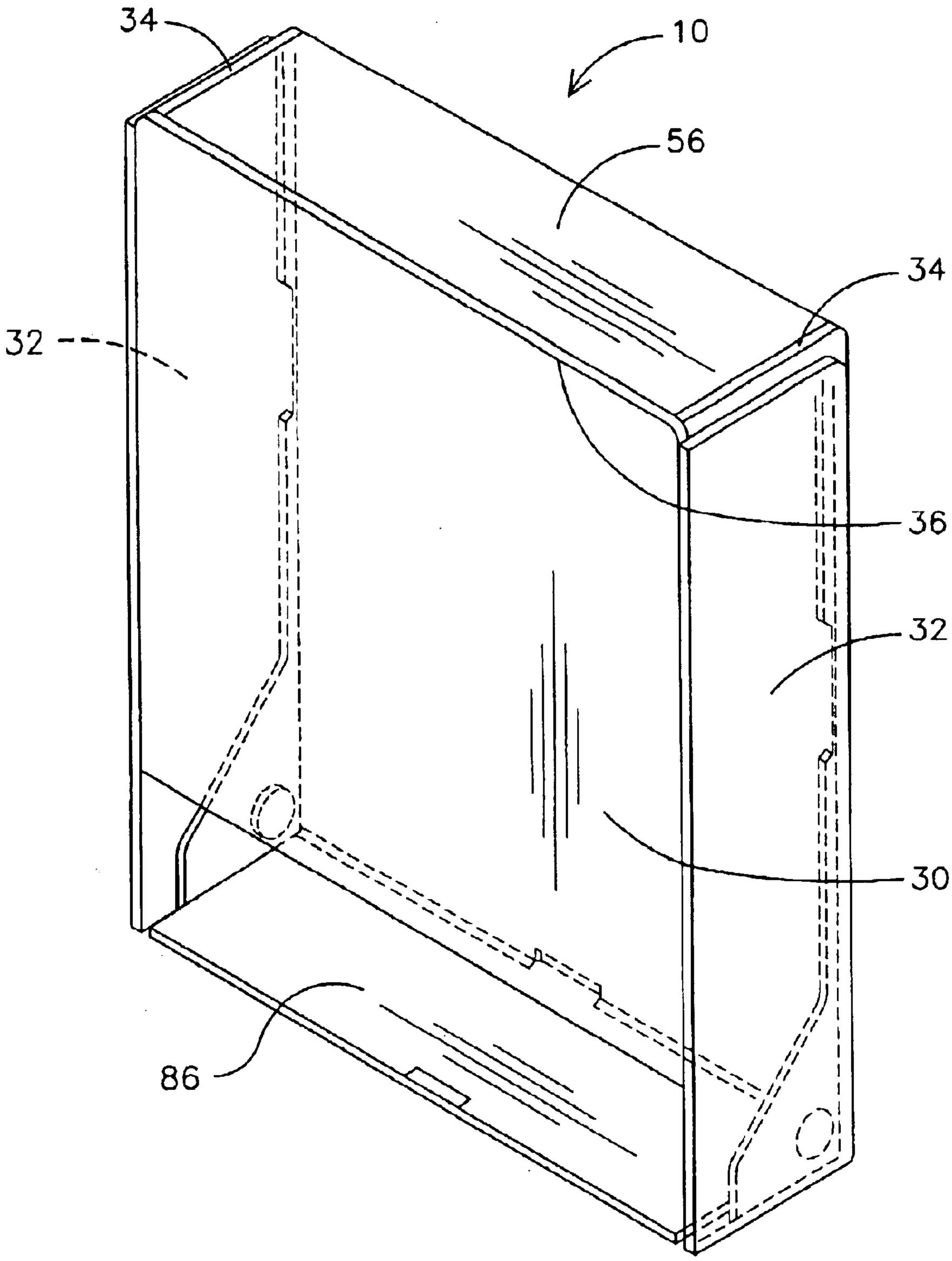


FIG. 5

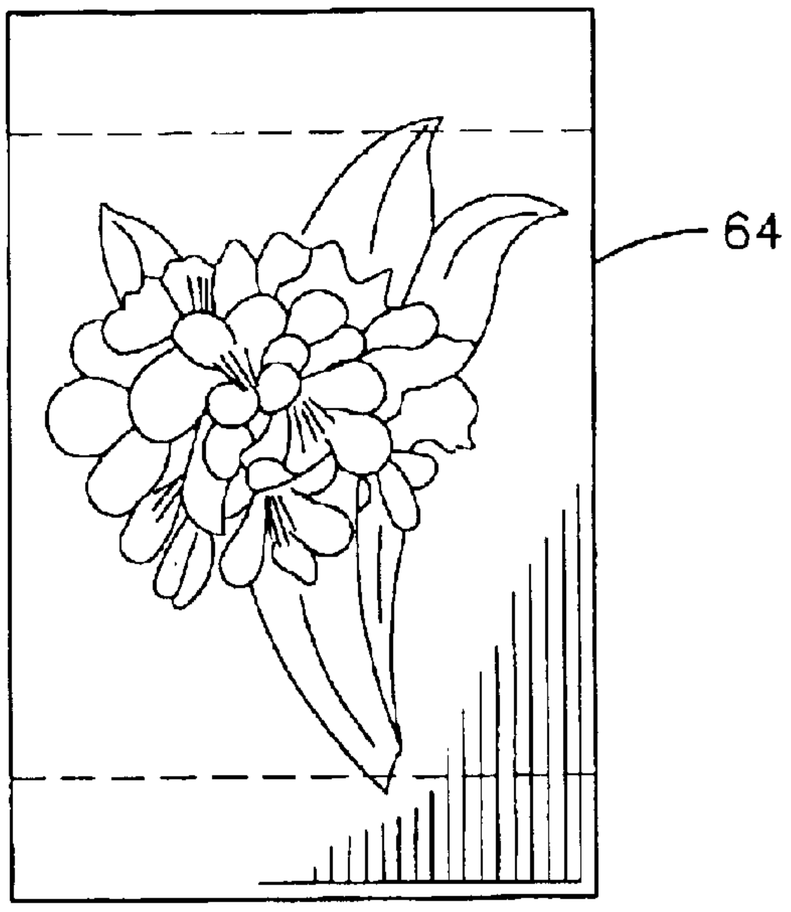


FIG. 6

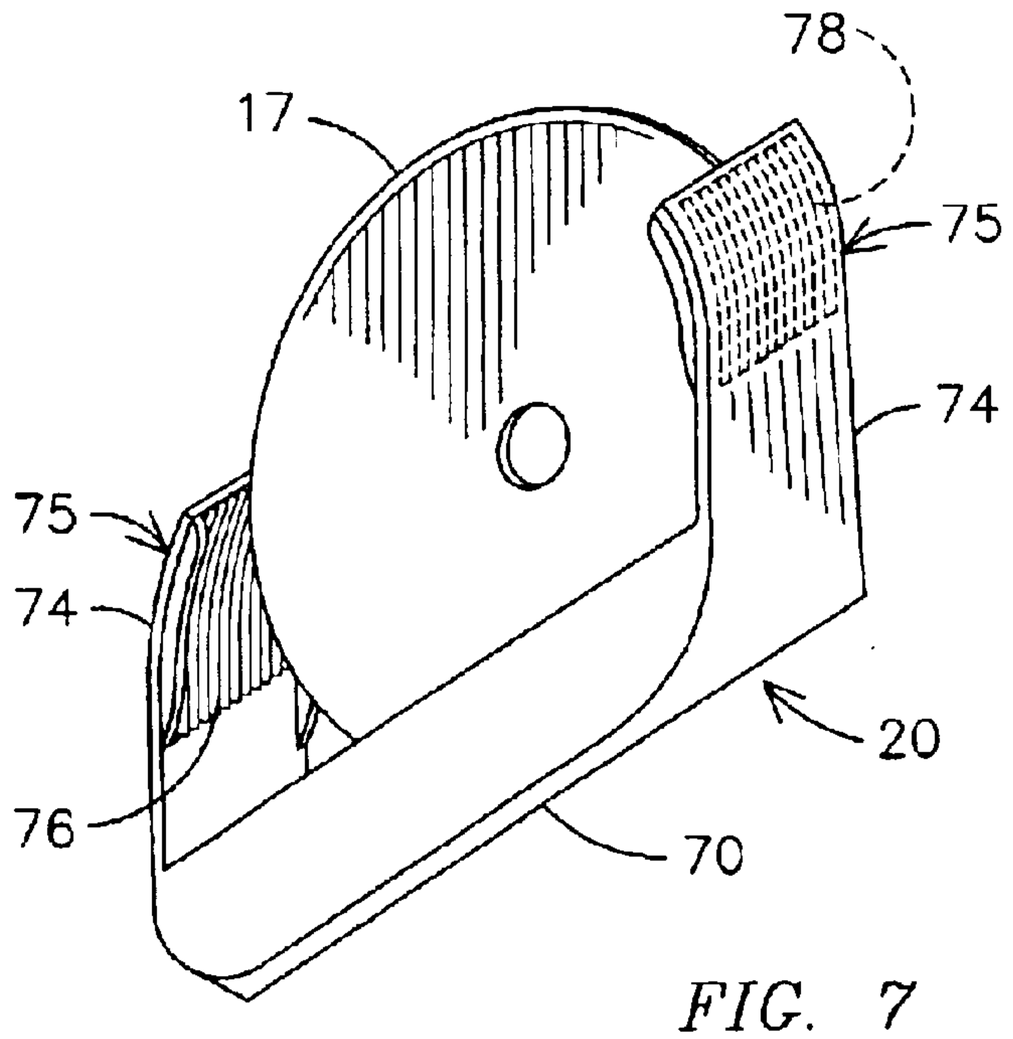


FIG. 7

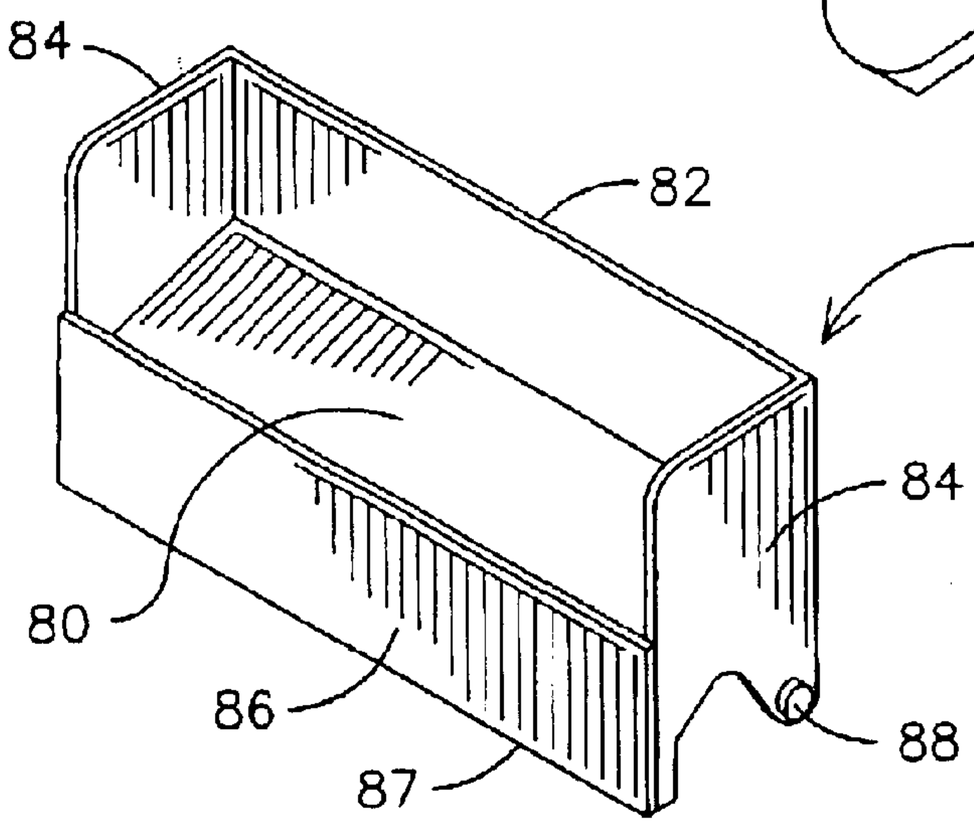


FIG. 8

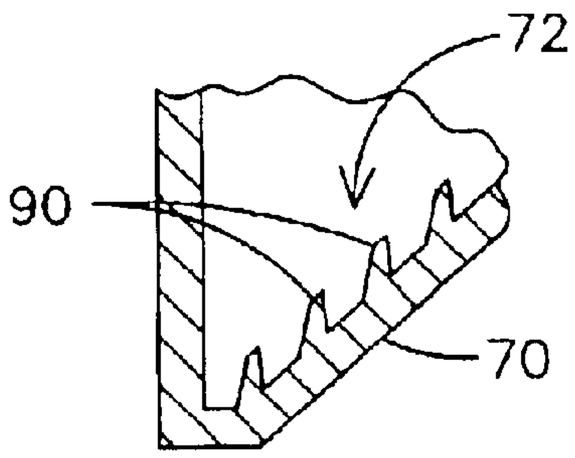


FIG. 9

APPARATUS FOR CONTAINING AND DISPLAYING OBJECTS

BACKGROUND OF THE INVENTION

This invention relates in general to apparatus for containing and displaying objects in a single container and more specifically to an apparatus for containing a plurality of objects and displaying them for secure shipping and storage and for ease of viewing and removal from the apparatus.

The music, movie and electronic publishing industries have contributed significantly to the proliferation of compact discs ("CD") and digital versatile discs ("DVD") in the marketplace. The music recording industry typically distributes music on single CDs packaged in well-known CD cases and, to a lesser extent, on multiple CDs packaged in customized cases as well. Segments of the electronic publishing industry also distribute multi-disc versions of a wide range of publications such as voluminous books. Securing multi-disc publications in a container for shipping is very important for maintaining the discs' integrity so that electronic data stored on a disc is not damaged.

Many multi-disc cases employ individual sleeves within which discs are enclosed and/or stacking the discs within the case so that all the center holes of the discs are collinear. Such cases may provide security for the discs during transport and storage but do not allow for the discs to be conveniently displayed for an end user to view individual discs without removing them all from the case.

It is also known to package other objects or a plurality of objects such as books, cassettes, floppy disks, cosmetics and/or greeting cards, for example, for shipping, storage and retail sale. Frequently such packaging includes shrink wrapping the objects together and/or packaging them in a container such that all objects must be removed in order to view each object individually. In this respect, an end user cannot easily view all objects in the container and select one object for use without removing all objects from the container or manipulating other objects to make room for selection and removal.

BRIEF SUMMARY OF THE INVENTION

In view of the above, it would be advantageous to provide a lightweight but durable apparatus for securely containing one or more objects, such as CDs or DVDs for example, for transport and storage. It would also be advantageous to provide such apparatus so that it can be conveniently opened and used to display the objects for sale and/or for allowing an end user to easily select, remove and replace one or more objects contained in the apparatus without disturbing the other objects. It would be further advantageous to provide the apparatus with printed artwork, graphics and/or text that is cost effective to produce and that enhances the overall aesthetic and artistic appeal of the apparatus.

One aspect of the present invention allows for an apparatus for containing and displaying at least one object to exhibit artistic and aesthetic appeal when displaying an object for sale in a retail store, for example. This may be accomplished by using artwork on printed material integral with the apparatus, which may help to attract consumers to the product and clearly convey the content of the item or items for sale. This may be accomplished by using printed material that fits within exemplary embodiments of a back cover and tray front of the apparatus so that a portion of the printed material may be viewed from all outer surfaces of the apparatus, for example.

Another aspect allows for containing objects, such as CDs or DVDs for example, within the apparatus in a manner that allows an end user to easily select, remove and replace one or more objects from an array of objects displayed in the apparatus. In this respect for example, an end user may quickly and easily switch discs when listening to a published book or watching a multi-disc feature film.

In accordance with one aspect of the present invention, an apparatus is provided for containing and displaying objects that may include a back cover having a back panel and a pair of lateral flanges. A tray front having a distal end and a base portion may be connected with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position. The tray front may include a distal flange integral with the distal end of the tray front wherein the distal flange is seated proximately between a pair of respective upper ends of the pair of lateral flanges when the back cover and the tray front are in the closed position. Means for containing or grasping an object in the tray front may be provided so that when the back cover and the tray front are articulated to the open position the object may be openly displayed and may be removed from the apparatus. One aspect allows for the means for containing to include a pair of flexible arms extending from the base portion of the tray front and sufficiently spaced from each other so that when an object is inserted there between a sufficient force is created against the object to secure it between the pair of flexible arms.

Another aspect of the present invention allows for the means for containing the object to be a cartridge that may be removably inserted into a tray connected in a hinged relation to the base portion of the tray front. Connecting the tray in a hinged relation allows for the tray to be tilted forward when that apparatus is in the open position to allow for the object to be removed without the distal flange of the tray front interfering with the object being removed. This also allows for an object or objects to be displayed at a plurality of angles to the horizontal when the apparatus is open.

One exemplary embodiment of an apparatus in accordance with aspects of the present invention is provided for containing and displaying a plurality of media discs. The apparatus may include a back cover and a tray front coupled with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position. A tray may be seated in a hinged relation within a base portion of the tray front wherein the tray may be articulated between a first position and a second position when the apparatus is in the open position. Means for containing or grasping a plurality of media discs within the tray may also be provided.

One aspect allows for the containing means to include a removable cartridge insertable within the tray. The removable cartridge may include a base and a first plurality of slots integral to the base for receiving a lower edge of a respective media disc when inserted within the cartridge. The containing means may further include means for grasping the plurality of media discs, such as along their respective lateral edges, when the discs are inserted within respective ones of the plurality of slots. One aspect allows for the grasping means to include a pair of arms or wings integral with the base of the cartridge and sufficiently spaced apart for receiving the plurality of discs there between. At least one of the arms may be sufficiently flexible to be urged away from the other arm when a disc is inserted there between so that a force is created grasping or securing the disc by its lateral edges between the pair or arms. An alternate aspect allows for each of the arms to be sufficiently flexed away from the

other arm as a disc is inserted there between to create a force against the lateral edges of the respective disc and grasp or secure the disc between the pair of arms.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** illustrates a perspective view of one exemplary embodiment of an apparatus for containing and displaying a plurality of objects;

FIG. **2** illustrates a side view of the exemplary embodiment of FIG. **1**;

FIG. **3** illustrates a perspective view of an exemplary embodiment of a back cover of the apparatus of FIG. **1**;

FIG. **4** illustrates a perspective view of an exemplary embodiment of a tray front of the apparatus of FIG. **1**;

FIG. **5** illustrates a perspective view of an exemplary embodiment of the apparatus of FIG. **1** in a closed position;

FIG. **6** illustrates an exemplary embodiment of an insert that may be used with the apparatus of FIG. **1**;

FIG. **7** illustrates a perspective view of an exemplary embodiment of a removable cartridge that may be used with the apparatus of FIG. **1**;

FIG. **8** illustrates a perspective view of an exemplary embodiment of a tray that may be used with the apparatus of FIG. **1**; and

FIG. **9** illustrates an enlarged cross section of a base portion of the cartridge of FIG. **7** taken along line A—A of FIG. **1**.

DETAILED DESCRIPTION OF THE INVENTION

FIG. **1** illustrates a perspective view of an exemplary embodiment of an apparatus **10** for containing and displaying a plurality of objects such as electronic media discs, which may include CDs and/or DVDs for example. One aspect allows for the apparatus **10** to include a back cover **12** coupled with a tray front **14** in a hinged relation. This allows for the apparatus **10** to be opened and closed by articulating the back cover **12** and tray front **14** between an open position and a closed position. The apparatus **10** is shown in the open position in FIGS. **1** and **2**. In this respect, when the back cover **12** and tray front **14** are articulated to the open position a plurality of objects may be displayed openly. That is, the objects are displayed for viewing and/or removal from the apparatus **10** by an end user. One aspect allows for the objects to be displayed in a stepped or cascade relation so that an end user may easily select, remove and/or replace one or more of the objects contained in the apparatus **10** without being interfered with by other objects in the apparatus **10**. The objects may be contained in a tray **16** seated in a hinged relation within a base portion **18** of the tray front **14**. One exemplary embodiment allows for the tray **16** to be articulated between a first position and a second position when the apparatus **10** is open. This allows for an object or objects to be displayed at a plurality of angles to the horizontal such as when the back cover **12** is placed on a substantially horizontal surface when the apparatus **10** is open, for example. Alternate embodiments allow for the tray **16** to be formed in fixed relation to the tray front **14**, for example, as a function of the size, shape and other physical properties of the objects being contained in the apparatus **10**. Means for containing and/or grasping an object or plurality of objects within the tray **16** may be provided such as a cartridge **20** that may be removably inserted and seated within the tray **16**.

As shown in FIG. **2**, one aspect allows for the means for containing the plurality of objects, such as CDs and/or DVDs **17** for example, within the tray **16** to be configured to contain the objects in a stepped or cascade relation. This arrangement allows for an upper portion or edge of each object to ascend in height relative to the previous one from front to back of apparatus **10** when displayed in apparatus **10** in its open position. Alternate aspects allow for the objects to be contained in other relative arrangements such as by containing them side-by-side with their respective upper edges or surfaces lying in the same horizontal plane when displayed. For example, the means for containing or grasping objects, such as cylindrical containers for cosmetics, could be contained and displayed in a side-by-side or tiered relation where the containers are contained by a friction fit within respective recesses formed in the tray **16**. Other arrangements will be recognized by those skilled in the art and may be adapted for containing and displaying books, greeting cards, cassettes, floppy discs, digital camera discs or numerous other objects having various shapes and sizes. Alternate means for containing or grasping the plurality of objects within the tray **16** will be recognized by those skilled in the art and may include, by way of example, affixing the cartridge **20** directly to the base portion **18** of the tray front **14** or otherwise manufacturing the cartridge **20** as part of the tray front **14** rather than inserting the cartridge **20** into the tray **16**. Another alternate embodiment allows for the means for containing to be formed integral with the tray front **14** such as by forming it within the base portion **18**, for example. The means for containing may be formed in other portions of the tray front **14** as a function of the physical properties of the object or objects being contained.

FIG. **3** illustrates a perspective view of an exemplary embodiment of the back cover **12**, which may include a back panel **30** and a pair of lateral flanges **32**. The pair of lateral flanges **32** may extend substantially perpendicularly from the back panel **30** with an upper end **34** of each flange **32** being substantially flush with an upper end **36** of the back panel **30**. Alternate embodiments allow for the upper ends **34** of one or both flanges **32** to be recessed below the upper end **36** of the back panel **30**. Each flange **32** may be sized so that a lower end **38** of each flange **32** extends below or overhangs a lower end **40** of the back panel. The amount of overhang between the lower end **40** of the back panel **30** and the lower ends **38** of the flanges **32** allows for the tray front **14** to be articulated into an open position as will be more fully described below. Each flange **32** may include a protuberance **42** proximate to their respective lower ends **38** that allow for the back cover **12** to matingly engage the tray front **14** in a hinged relation. This allows for the back cover **12** and the tray front **14** to be articulated between the open and closed positions.

FIG. **4** illustrates a perspective view of an exemplary embodiment of the tray front **14**, which may include a front panel **50** having a distal end **52** and a proximal end **54**. One aspect allows for a distal flange **56** to extend substantially perpendicularly from the distal end **52** and a proximal flange **58** to extend substantially perpendicularly from the proximal end **54** of the front panel **50**. In this respect, when the apparatus **10** is in the closed position, as shown in FIG. **5**, a plane defined by the distal flange **56** is substantially perpendicular to the respective planes defined by the pair of lateral flanges **32** and the plane defined by the distal flange **56** is substantially flush with the upper ends **34** of the back cover's **12** lateral flanges **32** and the upper end **36** of the back panel **30**. Alternate embodiments allow for the plane defined by the distal flange **56** to be recessed below the upper ends **34** and **36** when the apparatus **10** is in the closed position or it could extend above those upper ends, for example. When

the apparatus **10** is articulated from the closed to open position the distal flange **56** is separated from the pair of lateral flanges **32**. Alternate embodiments allow for the distal flange **56** to be affixed to the back panel **30** so that the plane defined by that flange is flush with upper ends **34** and **36** of the lateral flanges **32** and the back panel **30**. In this embodiment, the distal flange **56** would be affixed to the back cover **12**. The tray front **14** may include apertures **60**, for example, for receiving the protuberances **42** to matingly engage the back cover **12** with the tray front **14** in a hinged relation. Alternate means for coupling the back cover **12** to the tray front **14** in a hinged relation will be recognized by those skilled in the art.

One exemplary embodiment of apparatus **10** allows for the back cover **12** and the tray front **14** to form a six-sided enclosure, such as a rectangular box, when in the closed position. One aspect allows for a first insert **64**, shown in FIG. **6**, to be inserted into the back cover **12** and a second insert **64** to be inserted into the tray front **14**. Insert **64** may be folded approximately along folds **65**, for example, for insertion into the back cover **12** and/or the tray front **14**. In this respect, when the back cover **12** and the tray front **14** are in the closed position at least a portion of the first insert **64** and the second insert **64** may be received by and viewable within each of the six sides from the exterior of the apparatus **10** when closed. For example, the apparatus **10** may be fabricated of a transparent composition that allows for one side of the inserts **64** to be viewed from the exterior surfaces of the apparatus **10**. The inserts **64** may include printed matter on both sides, for example, so that one side is viewable from the exterior when the apparatus **10** is closed and the other side may be viewed as well when the apparatus **10** is open. One exemplary embodiment allows for configuring the inserts **64** so that they have no die-cuts, which allows for easier insertion and may reduce the cost of producing each apparatus **10** relative to configurations that require die-cut inserts. One exemplary embodiment allows for using only one insert **64** or for the first and second inserts **64** to have the same or substantially the same dimensions, or at least one common dimension such as that which would fit the width of the back panel **30** and the height of the front panel **50** for example, while other exemplary embodiments allow for the respective dimensions to be different. Alternate embodiments of inserts will be recognized by those skilled in the art. Means for holding an insert **64** in place may be provided such as one or more appropriately placed insert clips (not shown). One exemplary means for holding an insert may be affixed to the inside surface of each lateral flange **32** of the back cover **12**, for example. Alternate means will be recognized by those skilled in the art.

FIG. **7** illustrates a perspective view of an exemplary embodiment of a removable cartridge **20** that may be removably inserted within the tray **16**. One exemplary embodiment allows for the cartridge **20** to include a base **70** and a first plurality of slots **72**, as best shown in FIG. **1**, integral to the base **70** for receiving a lower edge of a respective media disc, for example, when inserted within the cartridge **20**. Means for grasping or containing a plurality of objects, such as media discs, when inserted within the plurality of slots may be provided. The means for grasping or containing may include a pair of arms **74** that may be integral with and extend from the base **70** in a substantially parallel manner. One aspect allows for the arms **74** to be sufficiently spaced apart for receiving one or more of the plurality of media discs there between. In this respect, at least one of the arms **74** may be sufficiently flexible to be urged away from the other arm **74**, which may be rigid, when a media disc is inserted there between. This allows for a force to be created against at least one lateral edge of the media disc to grasp or secure the disc between the pair or arms **74**. Another aspect allows for each of the arms **74** to be flexible and sufficiently flexed away from the other arm **74** as a media disc is inserted there between to create a force against the lateral edges of the respective disc and grasp or secure the disc between the pair of arms **74**. Cartridge **20** may also include a back plate **77** as best shown in FIG. **1**.

The means for containing or grasping may further include a second plurality of slots **76** that may be integral to at least one of the pair of arms **74**. The second plurality of slots **76** may align with or otherwise correspond to the first plurality of slots **72**. This allows for the lateral edge of a media disc to be inserted within a respective one of the second plurality of slots **76** and guided into the corresponding respective slot of the first plurality of slots **72** in the base **70** of cartridge **20**. Another exemplary embodiment may include a third plurality of slots **78** that may be integral with a second one of the pair of arms **74**. In this respect, the first plurality of slots **72**, the second plurality of slots **76** and the third plurality of slots **78** may align with or correspond to each other to define a respective plurality of substantially parallel planes for securing the plurality of media discs between the arms **74**. Each respective disc may be held within respective ones of the parallel planes when inserted within respective slots defining the respective parallel planes. Various combinations of **72**, **76** and **78** may be used such as combining slots **76** and **78** and removing slots **72**, for example. One exemplary embodiment allows for one or both of the arms **74** to include an arcuate or curvilinear distal end **75**. For example, at least a portion of the distal ends **75** may be formed with a radius of curvature that is substantially equal to the radius of curvature of a standard media disc **17**. Alternate embodiments allow for the distal ends **75** of the pair of arms **74** to be substantially linear provided they are sufficiently spaced apart to grasp or contain the plurality of media discs there between. Means may also be provided for ensuring that when one media disc **17** is removed from the cartridge **20** that other media discs **17** contained therein do not become dislodged from their respective slots. For example, each respective slot within the distal ends **75** of the pair of arms **74** may be configured as a "living hinge" so that when one media disc **17** is removed from a respective slot the pair of arms **74** remain sufficiently flexed together to retain any remaining discs **17** there between. Means may also be provided for positively urging the pair of arms **74** toward each other when the apparatus **10** is in the closed position. For example, one or more clips (not shown) affixed to the inside of that lateral flanges **32** of the back cover **12** may engage the outer surfaces of the pair of arms **74** while apparatus **10** is being closed to urge the arms **74** toward each other. In this respect, each clip may include a cam surface that engages the arms **74**. Alternate means for urging the pair of arms **74** toward each other when apparatus **10** is closed will be recognized by those skilled in the art.

Alternate means for containing or grasping an object or objects may be provided as will be recognized by those skilled in the art, which may be a function of the number and physical properties, for example, of the object or objects to be contained within the apparatus **10**. For example, one alternate embodiment may include an appropriately sized means for containing, such as a rack, affixed to the underside of the front panel **50** so that when the apparatus **10** is open a row of cosmetic containers, for example, would be contained within the rack and displayed. Such a rack could be affixed midway up the front panel **50** or at other appropriate places.

One aspect of the present invention allows for the back cover **12** and the tray front **14** to be configured so that when apparatus **10** is open it may be placed on a surface for displaying the objects contained therein. In this respect, when the back cover **12** and the tray front **14** are in the open position, as shown in FIGS. **1** and **2**, the tray front **14** may rest against the lower end **40** of the back panel **30** and extend in a plane that may be oblique to a plane defined by the back panel **30**. As shown in FIG. **2**, one exemplary embodiment allows for an angle θ to be defined between respective planar surfaces of the front panel **50** of the tray front **14** and the back panel **30** of the back cover **12** when the apparatus **10** is open and set on a flat surface, for example. In this position the plurality of media discs **17** may be openly displayed in a stepped or cascade relation, for example. The tray front **14** may rest against the lower edge **40** of the back panel **30** when apparatus **10** is open to define the angle θ. Alternate embodiments allow for angle θ to vary as a function of the object or objects being displayed. FIG. **2** illustrates apparatus **10** open with tray **16** tilted forward in its first position in a plane that is substantially perpendicular to the plane defined by the back panel **30** of the back cover **12**. In this position the media discs **17** may be displayed in substantially vertical planes with their respective upper edges "cleared" from interfering with the distal flange **56** of the tray front **14** for easy access, removal and/or replacement. The tray **16** may be articulated into its second position, in which case the planes defined by the discs **17** would be substantially parallel to the front panel **50** of the tray front **14**. With the tray **16** in its second position the discs may be openly displayed at an angle to the horizontal, which may provide an advantageous viewing angle for consumers evaluating the discs **17** in a retail setting, for example. Tilting tray **16** allows for an object or objects to be displayed at a plurality of angles relative to the horizontal.

FIG. **8** illustrates a perspective view of an exemplary embodiment of a tray **16** that may include a base or seat **80**, a back **82**, a pair of lateral panels **84** and a front flange **86**. The front flange **86** may be sized so that when the back cover **12** and tray front **14** are closed the front flange **86** will accommodate the space defined by the overhang between the lower end **40** and the distal ends **38** of the back cover **12**. In this respect, the front flange **86** will form a substantially planar surface with the planar surface of the back cover **12** when the apparatus **10** is closed. Text or graphics may be embossed on the front flange **86** and an alternate embodiment allows for printed matter to be displayed via a printed insert on or within the front flange **86**, for example. A lower ridge **87** of the front flange **86** may rest against a surface and support the tray **16** in its first position when the apparatus **10** is open. One aspect allows for the seat **80** to be angled relative to the horizontal for receiving the base **70** of the cartridge **20**. The seat **80** and base **70** may have the same angles to the horizontal to achieve the stepped or cascade relation of the discs **17** when contained within the cartridge **20** with the cartridge **20** inserted or seated within the tray **16**. Tray **16** may include protuberances **88** that may matingly engage the apertures **60** in the base portion **54** of tray front **14** in a hinged relation. This allows for the tray **16** to be articulated between the first position and the second position. Alternate embodiments allow for the seat **80** of tray **16** and the base **70** of cartridge **20** to be formed at varying angles to the horizontal, and may even be horizontal, depending on the objects being contained and/or displayed in the apparatus **10**. An alternate embodiment allows for the lateral planels **84** of the tray **16** to extend above back **82** and engage the cartridge **20** in a locking engagement to secure the cartridge **20** within the tray **16**.

FIG. **9** illustrates an exemplary cross section of the base **70** of the cartridge **20** to illustrate an enlarged exemplary embodiment of the first plurality of slots **72**. One aspect allows for the slots **72** to be defined by a plurality of ridges or ribs **90** formed integral with the base **70** that may have varying heights as a function of the physical characteristics of the objects being contained there between. Alternate embodiments allow for various configurations and quantities of slots **72**, or removal of the slots **72**, as a function of the object or objects being contained in and/or displayed by the apparatus **10**.

While the exemplary embodiments of the present invention have been shown and described by way of example only, numerous variations, changes and substitutions will occur to those of skill in the art without departing from the invention herein. Accordingly, it is intended that the invention be limited only by the spirit and scope of the appended claims.

We claim:

1. An apparatus for containing and displaying a plurality of media discs, the apparatus comprising:

a back cover;

a tray front coupled with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position wherein the apparatus may be used to display the plurality of media discs when the tray front and the back cover are in the open position; and

means for containing the plurality of media discs within the tray front comprising:

a tray seated within a base portion of the tray front;

a cartridge removably insertable within the tray, the cartridge comprising:

a base;

a first plurality of slots integral to the base for receiving a respective lower edge of a respective media disc when inserted within the cartridge; and

means for grasping the plurality of media discs when inserted within the plurality of slots.

2. The apparatus of claim **1**, the back cover comprising:

a back panel; and

a pair of lateral flanges.

3. The apparatus of claim **2**, the tray front comprising:

a front panel having a distal end and a proximal end;

a distal flange extending substantially perpendicularly from the distal end of the front panel; and

a proximal flange extending substantially perpendicularly from the proximal end of the front panel wherein a plane defined by the distal flange is substantially perpendicular to the respective planes defined by the pair of lateral flanges when the back cover and the tray front are in the closed position and wherein the distal flange is separated from the pair of lateral flanges when the back cover and the tray front are in the open position.

4. The apparatus of claim **3** wherein the back cover is sized to receive a first insert and the tray front is sized to receive a second insert wherein the first insert and the second insert have substantially the same dimensions wherein at least one of the back panel and the pair of lateral flanges will each receive at least a portion of the first insert when in place and wherein at least one of the front panel, the distal flange and the proximal flange will each receive at least a portion of the second insert when in place.

5. The apparatus of claim **1** wherein the back cover and the tray front form a six sided enclosure in the closed

position and wherein a first insert may be inserted into the back cover and a second insert may be inserted into the tray front so that when the back cover and the tray front are in the closed position a portion of at least one of the first insert and the second insert is viewable within at least one of the six sides from the exterior of the apparatus.

6. The apparatus of claim **1**, the means for containing the plurality of media discs within the tray front is configured to contain the plurality of media discs in a cascade relation.

7. The apparatus of claim **1** wherein the tray is seated in the tray front in a hinged relation so that the tray may be articulated between a first position and a second position.

8. The apparatus of claim **1**, the means for grasping the plurality of media discs when placed within the plurality of slots comprising:

a pair of arms integral with the base and sufficiently spaced apart for receiving the plurality of discs there between wherein at least one of the arms is sufficiently flexible to be urged away from the other arm when a disc is inserted there between so that a force is created grasping the disc between the pair or arms.

9. The apparatus of claim **8**, the means for grasping the plurality of media discs when placed within the plurality of slots further comprising:

a second plurality of slots integral to at least one of the pair of arms, the second plurality of slots corresponding with the first plurality of slots such that the edge of a media disc may be inserted within a respective one of the second plurality of slots that will guide the edge of the disc into a corresponding slot of the first plurality of slots.

10. The apparatus of claim **8** wherein the cartridge contains the plurality of media discs within the tray in a cascade relation.

11. The apparatus of claim **1** wherein the back cover and the tray front are configured such that when the back cover and the tray front are in the open position the tray front extends in a plane that is oblique to a plane defined by the back cover so that the plurality of media discs are openly displayed in a cascade relation.

12. The apparatus of claim **11** further comprising:

a tray seated within a base portion of the tray front in a hinged relation such that when the back cover and the tray front are in the open position the tray may be articulated to a first position so that one or more of the plurality of media discs may be removed from or inserted into the tray in a plane that is oblique to a plane defined by the tray front.

13. An apparatus for containing and displaying a plurality of media discs, the apparatus comprising:

a back cover;

a tray front coupled with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position wherein the apparatus may be used to display the plurality of media discs when the tray front and the back cover are in the open position; and

means for containing the plurality of media discs within the tray front comprising:

a tray seated within a base portion of the tray front;

a cartridge removably insertable within the tray, the cartridge comprising:

a base;

a first plurality of slots integral to the base for receiving a respective lower edge of a respective media disc when inserted within the cartridge;

a pair of arms integral with the base and sufficiently spaced apart for receiving the plurality of discs there between wherein at least one of the arms is sufficiently flexible to be urged away from the other arm when a disc is inserted there between so that a force is created grasping the disc between the pair or arms;

a second plurality of slots integral to a first one of the pair of arms, the second plurality of slots corresponding with the first plurality of slots such that the edge of a media disc may be inserted within a respective one of the second plurality of slots that will guide the edge of the disc into a corresponding slot of the first plurality of slots; and

a third plurality of slots integral with a second one of the pair of arms wherein the first plurality of slots, the second plurality of slots and the third plurality of slots are aligned with each other to define a respective plurality of substantially parallel planes whereby respective discs of the plurality of media discs are held within in respective ones of the parallel planes when inserted thin respective slots defining the respective parallel planes.

14. The apparatus of claim **13** wherein each of the pair of arms includes a curvilinear distal end having a radius of curvature that is substantially the same as a radius of curvature of a respective media disc.

15. An apparatus for containing and displaying a plurality of media discs, the apparatus comprising:

a back cover;

a tray front coupled with the back cover in a hinged relation so that the back cover and tray front may be articulated between an open position and a closed position wherein the apparatus may be used to display the plurality of media discs when the tray front and the back cover are in the open position; and

means for containing the plurality of media discs within the tray front comprising:

a tray seated within a base portion of the tray front;

a cartridge removably insertable within the tray, the cartridge comprising:

a base;

a first plurality of slots integral to the base for receiving a lower edge of a respective media disc when inserted within the cartridge; and

a pair of arms integral with the base and sufficiently spaced apart for receiving the plurality of discs there between such that each of the arms is sufficiently flexed away from the other arm as a disc is inserted there between to create a force against the lateral edges of the respective disc and grasp the disc between the pair of arms.

16. The apparatus of claim **15** further comprising:

a second plurality of slots integral with a first one of the pair of arms;

a third plurality of slots integral with a second one of the pair of arms wherein the first plurality of slots, the second plurality of slots and the third plurality of slots are aligned with each other to define a respective plurality of substantially parallel planes whereby respective discs of the plurality of media discs are held within in respective ones of the parallel planes when inserted within respective slots defining the respective parallel planes.

17. An apparatus for containing and displaying at least one object, the apparatus comprising:

a back cover;

a tray front connected with the back cover in a hinged relation for articulating the apparatus between an open position and a closed position;

a tray seated within a base portion of the tray front in a hinged relation for articulating the tray between a first position and a second position wherein an object may be displayed within the tray at a plurality of angles to the horizontal when the apparatus is open and

a cartridge removably insertable within the tray, the cartridge comprising a base and a pair of flexible arms extending from the base, the pair of arms sufficiently spaced from each other so that when an object is inserted there between a sufficient force is created against the object to secure it between the flexible arms.

18. The apparatus of claim **17** further comprising:

means for urging the pair of flexible arms toward each other when the apparatus is in the closed position.

19. An apparatus for containing and displaying at least one object, the apparatus comprising:

a back cover comprising a back panel and a pair of lateral flanges;

a tray front comprising a distal end and a base portion, the tray front connected with the back cover in a hinged relation so that the apparatus may be articulated between an open position and a closed position;

a distal flange integral with the distal end of the tray front wherein the distal flange is seated proximately between a pair of respective upper ends of the pair of lateral flanges when the apparatus is in the closed position; and

means for containing the at least one object in the tray front so that when the apparatus is in the open position the at least one object is displayed and may be removed from the apparatus, the means for containing comprising:

a pair of flexible arms extending from the base portion of the tray front and sufficiently spaced from each other so that when the at least one object is inserted there between a sufficient force is created against the at least one object to secure it between the flexible arms.

20. The apparatus of claim **19** further comprising:

a tray seated within the base portion of the tray front for receiving the means for containing.

21. The apparatus of claim **20** wherein the tray is seated within the tray front in a hinged relation so that the tray may be articulated between a first position and a second position.

22. The apparatus of claim **19** further comprising:

means for urging the pair of flexible arms toward each other when the apparatus is in the closed position.

23. The apparatus of claim **19** wherein the back panel defines a plane that is oblique to a plane defined by a front panel of the tray front when the apparatus is in the open position.

24. An apparatus for containing and displaying at least one object, the apparatus comprising:

a back cover comprising a back panel and a pair of lateral flanges;

a tray front comprising a distal end and a base portion, the tray front connected with the back cover in a hinged relation so that the apparatus may be articulated between an open position and a closed position;

a distal flange integral with the distal end of the tray front wherein the distal flange is seated proximately between a pair of respective upper ends of the pair of lateral flanges when the apparatus is in the closed position;

a tray seated within the base portion of the tray front for receiving a means for containing the at least one object in the tray front so that when the apparatus is in the open position the at least one object is displayed and may be removed from the apparatus, the means for containing comprising:

a base;

a pair of flexible arms extending from the base and sufficiently spaced from each other so that when the at least one object is inserted there between a sufficient force is created against the at least one object to secure it between the pair of flexible arms.

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